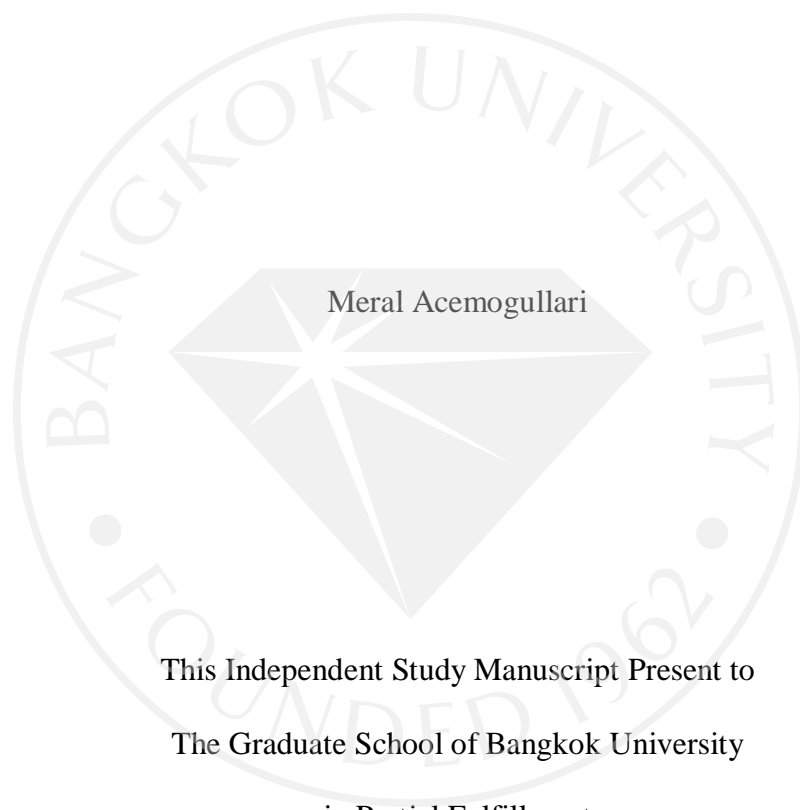


**THE INFLUENCE OF PSYCHOLOGICAL, SOCIAL, AND CULTURAL  
FACTORS TOWARDS CONSUMER BUYING BEHAVIOR ON ONLINE  
SHOPPING IN BANGKOK**



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SHOPPING IN BANGKOK



Meral Acemogullari

This Independent Study Manuscript Present to  
The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

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**This Independent Study has been approved by  
the Graduate School  
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### **ABSTRACT**

This study aims to research the influence of the factors towards consumer buying behavior on online shopping. The three independent variables of this study are psychological, social, and cultural factors. The sub-variables of psychological factors include motivation, perception, learning, and belief and attitude. The sub-variables of social factors include reference group, family, and role in society. The sub-variables of cultural factors include religion, gender and status. The dependent variable is towards consumer buying behavior on online shopping in Bangkok, Thailand. The sample size of this research was 237 survey respondents from working people in 10 districts in Bangkok. The researcher used quantitative research for the data collection. In this study, mixed methods used which are online and paper-based survey used and the process done between May to June. This study provides a detailed discussion on how factors influence on consumer behavior on online shopping in Bangkok. The result I found family and religion factor did not influence towards consumer buying behavior on online shopping.

*Keywords: Psychological, Social, Cultural, Consumer Buying Behavior, Online Shopping, Office Employee, Bangkok*

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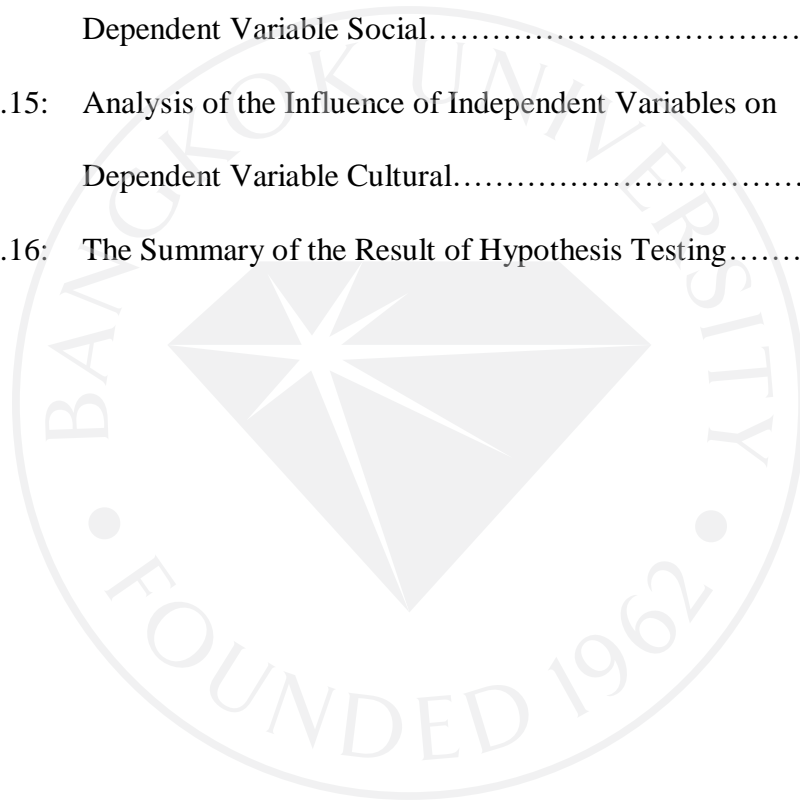
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# **CHAPTER 1**

## **INTRODUCTION**

This chapter presents the importance, objective, research problem, and scope of the study including definition of terms, theoretical framework, benefits and limitation of this research.

### **1.1 The Importance and Problem of the Study**

Consumer behavior is the study of how consumer respond to products and service. Consumers are key factor in business. The behavior is tool of importance for general managers. Because managers, who exactly understand their consumer, can launches better product or service for them. They can answer directly to consumer needs. The authors Ramya and Ali (2016) mentioned in their study that seven questions that support any understanding of consumer behavior. These questions were; who is the market? Who is involved in the buying? What, why, who, how, when and where do they buy?

It is very important for all companies to understanding consumer buying behavior on online shopping. According to Jisana (2014), understanding consumer behavior and knowing consumer are not that simple. According to result of study of Cetina, Munthiu, and Radulescu (2012), any organization should develop its social media and it will influence their online perception to consumer. Because nowadays using social media is popular. Many people selling or buying their product in the internet. As stated by Veranika (2013) buyer behavior of consumers plays one of the key roles in fulfillment of the main goals of a company. The author used a figure to

show the process of online buyer behavior and depends on social status, age and income of online consumer behavior.

The authors Katawetawaraks and Wang (2011) mentioned that online shopping has been widely accepted as a way of purchasing products and services. Therefore online shopping is the easy solution for busy life in today's world especially in Bangkok. According to Kaur and Kochar (2018) these years the trust of the customers for online shopping has increased considerably. They mentioned on their study that consumer behavior also helps to understand needs to recognize the potential of consumer in new technology.

There are many factors that are influence on consumer buying behavior on online shopping. According to authors Pandey and Parmar (2019) and Dange & Kumar (2012), the factors affecting on consumer buying behavior. Kaur & Kochar (2018) pointed out how factors are affecting on consumer behavior. The four main factors influence on consumer's buying behavior (Rani, 2014), cultural factors (Durmaz, 2014), social factors (Lautiainen, 2015), personal factors (Yolanda, Nurismilida & Herwinda, 2017), and psychological factors (Sonway & Chincholkor, 2019) as the four main influences on consumer's buying behavior.

According to Durmaz (2014) consumer behaviorism influenced by consumer personalities, motivations, and relationship within families. To author Auechotpanich (2008) family member can strongly influence customers' behavior. In factor of cultural, Akpan (2016) studied that the influence of cultural factors are to see how it's affecting the purchase of Pork in Nigeria and observed how its influence toward consumer buying behavior. Dange and Kumar (2012) observed that there are many studies of online consumer behavior in recent years. According to their research, most

of them about factors influencing the online consumer behavior. The study about the influence of psychological, social, and cultural factors towards consumer buying behavior on online shopping in Bangkok.

## **1.2 Research Problems**

1.2.1 Does psychological factors (motivation, perception, learning and belief & attitude) influence towards consumer buying behavior on online shopping?

1.2.2 Does social factors (reference group, role in society, and family) influence towards consumer buying behavior on online shopping?

1.2.3 Does cultural factors (religion, gender and status) influence towards consumer buying behavior on online shopping?

## **1.3 Objectives of the Study**

The following are the objectives of the study;

1.3.1 To study the influence of Psychological factors towards consumer buying behavior on online shopping.

1.3.2 To study the influence of Social factors towards consumer buying behavior on online shopping.

1.3.3 To study the influence of Cultural factors toward consumer buying behavior on online shopping.

## 1.4 The Conceptual Framework

This study divided three parts; psychological, social, and cultural factor towards on consumer buying behavior. The conceptual framework developed as following;

### 1.4.1 Independent Variables:

#### 1.4.1.1 Psychological Factors

- 1) Motivation
- 2) Perception
- 3) Learning
- 4) Belief and attitude

#### 1.4.1.2 Social Factors

- 1) Reference Group
- 2) Role in Society
- 3) Family

#### 1.4.1.3 Cultural Factors

- 1) Religion
- 2) Gender
- 3) Status

### 1.4.2 Dependent Variables: Consumer buying behavior on online shopping



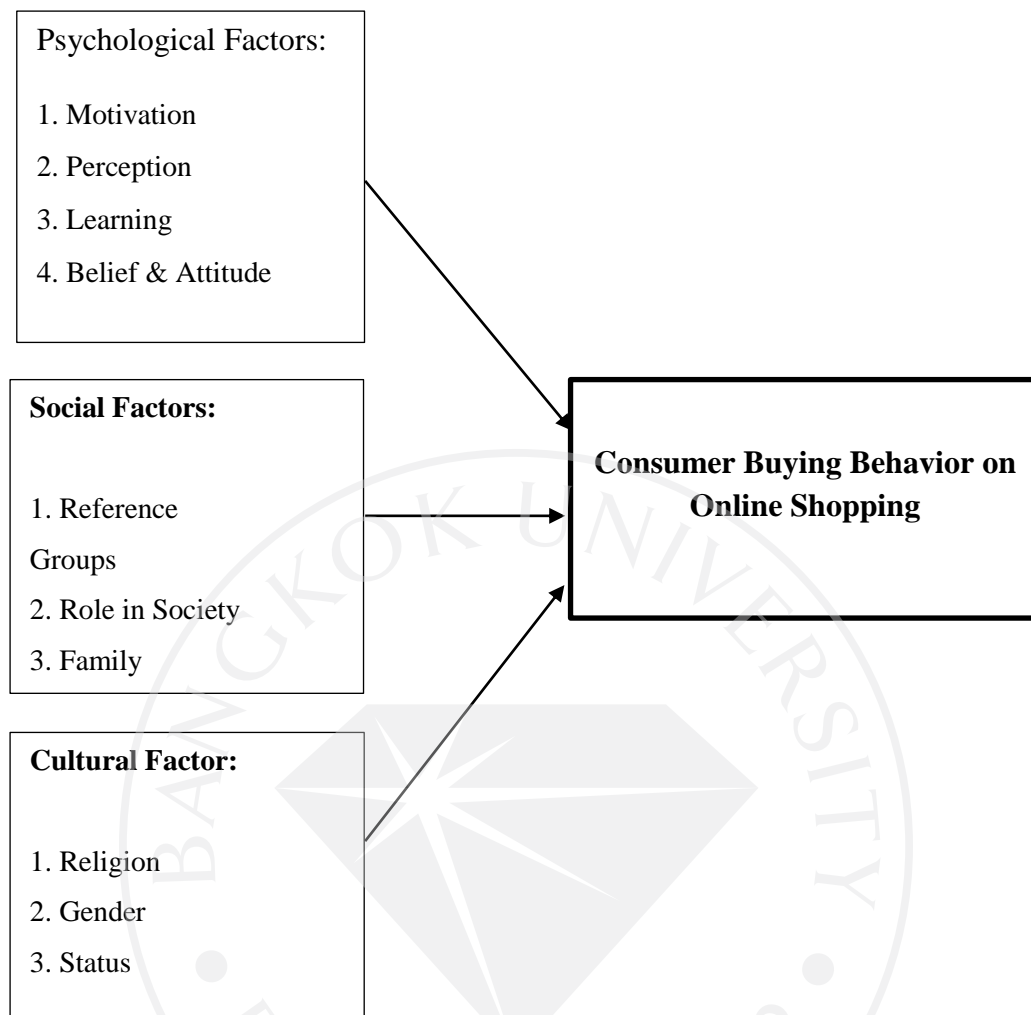


Figure 1.1: Conceptual Framework

The figure above shows the summary of the study with independent and dependent variables. Regarding psychological, social and cultural factors, all these factors are designed for to be the independent variables towards consumer buying behavior on online shopping. Psychological factors have influence on consumer's behavior on online shopping. Psychological factors have influence on consumer's behavior according to (Durmaz, 2014) and Liao and Chung, (2011). Social factors have affect consumer's behavior according to study of Sonwaney & Chincholkar (2015). Cultural factors have influence on consumer's behavior. The author Durmaz

(2014) and Pardey & Parmar (2019) explained the influence of cultural factors on consumer buying behavior in their study.

### **1.5 Method of Study**

The population and sample group in this study were working people in an office in Bangkok, Thailand.

The total population in the 10 districts were 966,821,000 (World population review, 2020) and this research adopts convenient method which is non-probability as sampling method. The sample size was 240 based on Yamane's (1967) formula with a confidence level of 95% and the margin of error of  $\pm 5$  for the purpose of this study. According to report of World Population Review (2020), Bangkok total population was 10,539,415. There were 10 different districts which were Bang Rak (47,814), Sathorn (79,624), Minburi (141,750), Din Daeng (122,563), Yan Nawa (78,797), Bang Kho Laem (89,358), Thon Buri (119,708), Ratchathewi (73,035), Chatuchak (160,906), Pathum Wan (53,263) in Bangkok, Thailand. Therefore, 237 sample in the 10 districts of the employees which selected to participate in this study.

The questionnaires were checked for content validity and the reliability of the questionnaire was evaluated by the advisor. Cronbach's Alpha was used for analyze the information from the questionnaires. After that, they were distributed by email to the sample group of 237 employees from the 10 districts in Bangkok over a 2-month period, from May to June 2020.

## **1.6 Tools and Statistics Used**

The research for this study is survey and using close-ended questionnaire as the data collection tool to obtain information about psychological factors, social factors and cultural factors that have an influence on consumer buying on online shopping. The researcher used mixed method survey which were online and paper based survey. The statistical data analysis is conducted using:

- 1) The descriptive statistics,
- 2) The inferential statistics (the multiple linear regression analysis).

Then the researcher used statistical software to analyze the data from 237 responders.

## **1.7 Scope of the Study**

This study focuses on the consumer behavior on online shopping in Bangkok, Thailand. The data collection conducted to office worker in Bangkok. The research for this study the researcher was conducted by an online survey and paper-based survey to study of consumer buying behavior on online shopping. There are 3 main factors that influence of consumer buying behavior on online shopping which are psychological, social and cultural factors.

## **1.8 Benefits of the Research**

1.8.1 This study helps to understand the consumer's opinion on online shopping.

1.8.2 The result of this study can be beneficial to company who doing business.

1.8.3 In this research, the author explored the widely known influence of factors. This paper aims to understand consumer buying behavior on online shopping in Bangkok.

### **1.9 Limitation of the Research**

The survey is restricted to select in Bangkok city only and selected 10 different districts (Bang Rak, Sathorn, Minburi, Din Daeng, Yan Nawa, Bang Kho Laem, Thon Buri, Ratchathewi, Chatuchak, Pathum Wan) in Bangkok, Thailand. The data is collected only from employee who working in Bangkok. It is necessary for future studies to focus on online customers. Additionally, some of the worker could not be volunteer to give answer to questionnaire.

Some of them used paper based survey. Moreover, this study is limited due to short period of time. On the other hand, the researcher had to follow social distance because of Covic-19.

### **1.10 Definition of Terms**

For better understanding of the term related to this research, the following terms are defined;

Consumer means to a person who buys product. (Rani, 2014)

Consumer buying behavior means acts of people involved in buying products. (Kavitha, 2017)

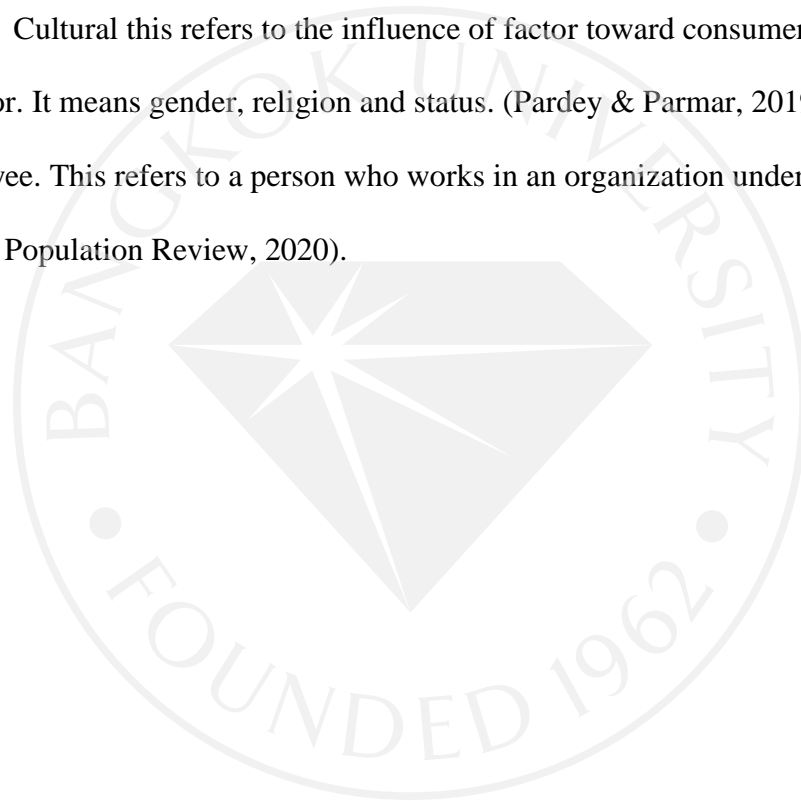
Online shopping. The process whereby consumers directly buy product over the Internet. (Katawetawaraks & Wang, 2011).

Psychological this refers to the influence of factor toward consumer buying behavior. It means motivation, perception, learning and belief and attitude. (Durmaz, 2014)

Social this refers to the influence of factor toward consumer buying behavior. It means reference group, family and role in society. (Sonwaney & Chincholkar, 2019)

Cultural this refers to the influence of factor toward consumer buying behavior. It means gender, religion and status. (Pardey & Parmar, 2019)

Employee. This refers to a person who works in an organization under contract. (World Population Review, 2020).



## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter describe the literature review and relevant research which includes the theories, academic concepts and the relevant researches for the research that have influence psychological, social and cultural factors toward consumer behavior on online shopping and will perceive which factors more influence.

2.1 Background

2.2 Concept Theories of Psychological Factor

2.3 Concept Theories of Social Factor

2.4 Concept of Theories Cultural Factor

2.5 Concept of Theories Consumer Buying Behavior on Online Shopping

2.6 Hypotheses Summary

#### **2.1 Background**

All human have basic needs to survival their life such as food, clothing, health care, education and jobs. Nowadays, consumer can buy many things on the internet. As Bangkok are the capital and most popular city of Thailand. Therefore, online shopping is the easy solution for busy life in today's world. According to result of World Population Review (2020), the city is cosmopolitan and including more than 110,000 populations from other Asian countries. With this point, many research showed that Bangkok city is the world's 5th longest working week (more than 42 hours).

In 2020, Brizfeel (BF), researched on online consumer and their buying behavior. The survey resulted in 32% of the respondents using shop online because of the ability to shop 24/7 (“50 consumers online”, 2020). Moreover due to Covid-19 consumer behavior changing to online. The population was office employee who working in Bangkok. Durmaz (2014), mentioned that all of us consumer and employees are consumer as well.

An employee is someone who works for a private or government sector to get salary. There are 3 types of employees which are; full-time, part-time, and temporary.

Full-time employee is who employed and working at least 30 hours per week and part-time is who working less than 30 hours per week.

## **2.2 Concept Theories of Psychological Factor**

Consumer buying behavior is lead to the behavior of consumer. Veronika (2013) mentioned that buyer behavior of consumers play one of the key roles for main goals of a company. Moreover, consumers play a vital role on online and physical stores. There are many studies about this title and generally included four main factor that play an important role which are psychological factors, social factors, cultural factors and personal factors. Yolanda, Nurismilida, and Herwinda (2017), explained consumer behavior with four titles which are; Cultures (culture, subculture and social class), Social (group, family and role), personal (life cycle, position and economic), and psychological (perception, motivation, trust and behavior). All of this factor have influence on the consumer behavior.

This research was related to the psychological, social and cultural factors that had an influence on online shopping.

Nowadays, consumers are able to buy many products and services online shopping for example phones, books, clothes and software. Online shopping makes shopping easier and life better. Result of consumer online shopping survey in 2020 completed by Brizfeel (BF) research data, the survey population over 30,000 consumers worldwide from aged 18 to 65 consumers, 57% of consumers prefer to shop online, 31% of consumers prefer visiting the physical shop, while 12% of consumers have chosen both online and physical (“50 consumers online”, 2020).

There are four important psychological factors affecting the consumer buying behavior (Kaur & Kochar, 2018). These are motivation, perception, beliefs and attitudes.

#### 2.2.1 Motivation

Motivation is a key factor for psychological factors. The factor influences consumer buying behavior on online shopping. Consumers who are highly motivated have goal-oriented motivations. Motivation is an activated internal need of humans. (Durmaz, 2014). The reason behind buying is human's needs. Consumers do shopping when they need something that they are lacking. Maslow (1950) theorized that people have some basic needs to continue their life.

#### 2.2.2 Maslow's Theory of Needs

Abraham Maslow's theories of motivation are useful for managers. The theory is designed for basic human needs to higher stages. Maslow's hierarchy of needs is; (Oxford Royale Academy, 2017).

There are five stages of needs according to Maslow. Each stage refers to human needs.



1) Physiological needs; the first level, the needs are the basic physical needs for survival. Such as eating, drinking, sleeping.

2) Safety needs; this is the second level of needs to feel safe in the environment.

3) Love and belonging needs; the third of needs consists of social group such as family and friendships. At the level people want to be loved and accepted in the environment.

4) Esteem needs; this is the fourth level of needs. At the level people want to be valued by others. The level includes respect and status.

5) Self-actualization needs; the fifth level of needs and the needs are want to more and want to looks different for everyone.

These needs are necessary in human's life. Relating to consumer behavior in physiological needs, the consumer needs basic needs. In safety needs, the consumer need safe environment. Because unsecured payment factor that impede consumers from online shopping (Katawetawaraks & Wang, 2011). For the love and belonging level, between buyer and seller needs a sense with each other. In the esteem level, if consumer had a good experience with particular product or service, it would influenced on their behavior. In the final level of self-actualization, consumer needs to use their experience. (Rani, 2014).

### 2.2.3 Perception

Perception is the most representative psychological factors on online consumer buying behavior (Cetina, Munthiu, & Radulescu, 2012). Perception is the process based on individual selects, organizes and interprets the information. Every consumer has different perception and it comes from five senses which are smell,

sight, touch, hearing and taste. As Durmaz (2014) mentioned that each human being in the world sees differently and perception about how consumer understand the world. The perception shows how consumer will act and why they are buying the product or service. For example when a consumer sees ads, promotion and others feedback about any product or service, they develop an impression. Consumer perception is process of collecting information.

There are three different perceptual processes; (Rani, 2014).

- 1) Selective Attention: is focuses only on a few detail for notice consumer attention.
- 2) Selective Distortion; is relate of consumer to interpret information in a different way. Consumers will have a different perception on it.
- 3) Selective Retention; consumers do not remember all information they have seen. Consumer only memorize information about product or service which they like most.

#### 2.2.4 Learning

Individual learn comes from their experience. For example when a consumer buys a product from the internet, they learn something new about the product or service. Learning takes time. Consumer make use of these learning while buying a product or service. If a consumer had a good experience with a product or service, they will continue to buy it again next time (Rani, 2014). There are two theories of learning; (Durmaz, 2014)

- 1) Experiential Learning: based on experience and observation.
- 2) Conceptual Learning: based on mental concepts, not experience.

### 2.2.5 Belief and Attitude

Beliefs are the thoughts that strongly believe about something or someone. Belief plays an important role on consumer buying behavior. Beliefs comes from consumers' learning and external factors. Such as family, friends and co-workers. The result of study of Liao and Chung (2011), they found out attitude had positive impact on online shopping. On the other hand, the author Jisana (2014), mentioned that consumer's belief and attitudes changes by launching something new. Such as campaigns from a company.

Attitudes are positive or negative thinking or feeling about something or someone. Attitude of person also has influence on consumer buying behavior. According to Durmaz (2014) people have attitudes depends on religion, politics, clothes, music and food. For example if consumer's behavior is favorable on a product or service, they will have positive effect on consumer behavior. Otherwise, will have negative effect.

## 2.3 Concept Theories of Social Factor

Social factor that influence toward consumer buying behavior on online shopping. People need to understand behavior of online shopping in social factors influent (Chanthinok, 2015). The important social factors are: reference groups, family, and role in society (Cetina, Munthiu, & Radulescu, 2012).

### 2.3.1 Reference Group

Any person or group of people who influences an individual's behavior. Khaniwale (2015) explained the group my using the example which is if female students studying at a particular university they are also a part of the female student

group. The author Jisana (2014) explained reference group as those groups that have a direct or indirect on the consumer's attitude or behavior. Such as learning attitudes, beliefs and behavior. Then the consumer adapt these things in their daily life. According to Jisana (2014), reference groups are schoolmate, neighborhood, colleagues and friends. All that people in the reference group have common influence to each other.

### 2.3.2 Family

Family members have influence on the buying behavior. This is an important point to understand for businesses (Hasslinger, Hodzic, & Opaza, 2007). On the other hand the author Jisana (2014) mentioned that buyer behavior strongly influenced by family. Therefore if the buying decision making by wife for a product or service, then manager will focus on women in the product or service. They will create ads regarding women.

### 2.3.3 Role in Society

Each person shows different role in society. For example an advisor plays the role to students to teaching something at University; however he is a father at home as well. Same person with different status. The author Durmaz (2014) mentioned that for the factor that every role has a status in the society. Ramya and Ali (2016) mentioned people choose product that communicate their role and status in society. Social classes are groups who share similar values, interests and behaviors. (Madhavan & Kaliyaperumal, 2015). Therefore, role in society affect consumer buying behavior. As Jisana (2014) mentioned that the social role in society has influence the buying behavior and consumer's decision.

## **2.4 Concept of Theories Cultural Factor**

Consumer buying behavior is influenced by cultural factors such as religion, gender and status. Culture is a traditional thing for person and it is the basic values that learned by environment. For instance society or family. According to Khaniwale (2015), every culture has some forms of division in the society. For example, Muslims are cannot consume pork. Culture is the part of every society and influence of culture on buying behavior of person from region to region (Kaur & Kachor, 2018).

### **2.4.1 Religion**

The belief in a God and the activities that related with this belief. Such as wearing hijab, praying and going to temple. Religious group are such as the Catholics, Mormons, Presbyterians and Jews (Durmaz, Muchahit, & Reyhan, 2011). Akpan (2016) studied about how religion effect consumer buying behavior on pork meat in Muslim country. They observed that religion is a factor on consumer behavior.

### **2.4.2 Gender**

Gender has an important role toward consumer buying behavior. There are some basic differences. Therefore each gender (men and women) do have fundamentally different set of characteristic (Lakshmi, Niharika, & Lahari, 2017). For example women showing more sensitivity, warmth and apprehension. On the other hand men change depending on location, context and cultural factors. The research of their research, women are spending a lot of time for shopping. Additionally, men are spending less time. Moreover women like shopping, however men usually don't like the process of shopping, and they care about what they will buy (Laksmi, Niharika, & Lahari, 2017). Therefore they need different product and service. Such as clothes, perfumer, and shoes type.

### 2.4.3 Status

Status has influence on consumer behavior and plays an important role of determining consumer buying behavior on online shopping. A consumer from the lower class will be focused on low price (Rani, 2014). According to Jisana (2014), mentioned in the study that it affects consumption patterns lifestyle and activities. Consumer are not same at all.

## 2.5 Concept of Theories Consumer Buying Behavior on Online Shopping

Consumer behavior is an action that a person to select, buy and use the product and service with satisfaction (Yolanda, Nurismilida, & Herwinda, 2017). A manager who truly understand the different factors that influence toward consumer buying behavior on online shopping to effectively business. The internet has played a significant role in our daily life and people can buy things online (Katawetawaraks & Wang, 2011). Moreover online shopping saves time for people who unwilling to spend a lot time for shopping in any store. According to some research there are many different factors the influence of consumer buying behavior on online shopping. Dange and Kumar (2012) developed motive model on their analysis and divided two sub-title external and internal factors. They observed that how factors are influence consumer behavior.

According to study of Kavitha (2017), there are various reasons to do online shopping. Such as; price, color, size, quality, saves time, payment method and quick delivery. The author observed how the various factors also influencing the buyer behavior of online shopping. There are two main sectors which are B2B and B2C (Kavitha, 2017).

- B2B (Business to Business) means the product or service of the business are transactions to the business on online, such as booking hotel and software.

- B2C (Business to Consumer) means the product or service of the business are transactions to the consumer on online, such as selling cars and food.

## **2.6 Hypotheses Summary**

2.6.1 Psychological factors have the influence toward consumer buying behavior

2.6.2 Social factors have the influence toward consumer buying behavior

2.6.3 Cultural factors have the influence toward consumer buying behavior

## **CHAPTER 3**

### **METHODOLOGY**

This chapter will introduce the research methodology, which covers on the type of the research and research design, the quality of the research tool, the data collection, the population and sampling, the sampling technique, the research procedures and timeline, and the hypotheses test and data analysis. The structure of this chapter is as follow;

#### **3.1 Research Tools**

##### Part 1: Demographic Questions

The questionnaire prepared based on this questions. The aim of this part was personal information from the respondent such as age, gender, and marital status.

- 1) What is your gender?
- 2) How old are you?
- 3) What is your income level per month?
- 4) What is your marital status?
- 5) What is the highest education level you have completed?
- 6) What is your current employment status?
- 7) What is your position at your company?
- 8) Have you been shopping online in past two weeks?
- 9) How long have been working in the company?
- 10) How often do you do online shopping?



## Part 2: Psychological Factors

This part consists of questions about the influence of psychological factors. There are four sub-variables in this part: motivation, perception, learning and belief and attitude.

- 1) Do you do shopping to make yourself happy?
- 2) Do you do online shopping relieve stress?
- 3) Do you do shopping when you feel sad?
- 4) Is convince by seller the important for you?
- 5) Is Ads about product and service the important?
- 6) Is detail information about product and service the important for you?
- 7) Will consumer experience affect future purchase?
- 8) Do you believe that online shopping is a part of life?
9. Is trust important when do shopping online?
10. How do you choose a product or service on online shopping?

## Part 3: Social Factors

This part consists of questions about the influence of social factors. There are three sub-variables in this part: reference group, role in society and family.

- 1) Is society effect on consumer behavior on online?
- 2) Is family effect on consumer behavior on online?
- 3) Is financial condition effect on consumer behavior on online?
- 4) What is the most influential group that affect buying behavior?

5) Is family really the most influential group that affect buyer?

6) Do you do consider about your society belief when do online shopping?

7) Is friend really the most influential group that affect buying behavior?

8) Is colleagues really the most influential group?

#### Part 4: Cultural Factors

This part consists of questions about the influence of cultural factors. There are three sub-variables in this part: religion, gender and status.

1) Do you do online shopping based on your religion?

2) Is culture the most important thing on online shopping?

3) Is belief the most important thing on online shopping?

4) Who runs online shopping the most? men or women?

5) Is price the most important thing before purchase?

#### Part 5: Consumer Buying Behavior on Online Shopping

This part consists of respondents' overall evaluation of consumer behavior on online shopping.

1) Do you like to do shopping online?

2) Do you prefer shopping because of fast delivery?

3) Do you prefer shopping because of promotion?

4) Do you prefer shopping because of low price?

5) Do you prefer shopping because of quality?

6) Do you prefer shopping because of safe transaction?

7) Do you prefer shopping because of saves time?

- 8) Which payment method you prefer to do online shopping?
- 9) Do you do online shopping when you have free time?
- 10) Are you satisfied with product or service you bought?

### **3.2 Research Design**

The objective of this research is to explain the 3 main factors affecting consumer buying behavior on online shopping in Bangkok, Thailand.

Part 1: Questions about demographic data (10 questions)

- 1) Age (Ordinal scale)
- 2) Others questions (Nominal)

Part 2: Questions about psychological factor (Int. scale) (12 questions)

- 1) Motivation (4 questions)
- 2) Perception (2 questions)
- 3) Learning (3 questions)
- 4) Belief and attitude (3 questions)

Part 3: Questions about social factor (Int. scale) (12 questions)

- 1) Reference Group (4 questions)
- 2) Family (4 questions)
- 3) Role in society (4 questions)

Part 4: Questions about cultural factor (Int. scale) (10 questions)

- 1) Religion (4 questions)
- 2) Gender (4 questions)
- 3) Status (2 questions)

Part 5: Questions on consumer buying behavior on online shopping (Interval scale) (10 questions)

Used Interval scale for part 2–4;

Level 5 = Highest agree

Level 4 = High agree

Level 3 = Moderate agree

Level 2 = Low agree

Level 1 = Lowest agree

### 3.2.1 Descriptive Statistics

In first part demographic data such as age, gender, income level, marital status, education, employment status, and position. The part was analyzed ordinal and nominal scale. In second part, the influence of psychological factors, in third part, the influence of social factors, in part four, the influence of cultural factors and last part consumer buying behavior on online shopping. These all parts were analyzed by using Interval scale from 5 to 1 level.

### 3.2.2 Inferential Statistics

All data were analyzed by using the inferential statistics by using statistical software. Moreover, the multiple regression analysis test is used to correction the independent and dependent variables.

Table 3.1: Summary of Descriptive Statistics for Data Analysis

Variable	Type Of Variable	Descriptive Statistics
1. Demographic	-	Percentage/Frequency
2. Psychological	Independent	Mean and Standard Deviation
3. Social		
4. Cultural		
5. Consumer Buying Behavior on Online Shopping	Dependent	Mean and Standard Deviation

The aim of the researcher was to find out the degree of influence of the factors (independent variables) toward consumer buying behavior on online shopping (dependent variables).

### 3.3 The Quality of the Research Tool

To evaluate of the quality of the research there are 2 concept which are validity test and reliability test.

#### 3.3.1 Content Validity

These research questionnaires were checked for content validity and the reliability of the questionnaire was evaluated by the advisor Assoc. Prof. Dr. Suthinan Pomsuwan.

### 3.3.2 Reliability

Table 3.2: Cronbach's Alpha Level

$\alpha \geq 0.9$	Excellent
$0.7 \leq \alpha < 0.9$	Good
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Cronbach's Alpha was used for analyze the information from the questionnaire. Table 3.2 showed that each part of the questionnaire had acceptable value of Table 3.3 (Cronbach's Alpha coefficient).

Table 3.3: The Result of Reliability Test

Independent & Dependent Variable	Item	Reliability value	Accepted/ Not
1. Psychological Factors	30	.938	Accepted
2. Social Factors	30	.911	Accepted
3. Cultural Factors	30	.852	Accepted
4. Consumer buying behavior on online shopping	30	.904	Accepted
Total	30	.901	Accepted

According the result of the test psychological factors (.938), social factors (.911), cultural factor (.852) and consumer buying behavior on online shopping (.904) accepted.

### 3.4 The Population and Sample

The population for the research were online shopping consumers selected in 10 districts. So, for this research used office workers because they are able to do online shopping as well. The survey process done between May to June. The total population in the 10 districts were 966,821,000 (World population review, 2020). The sample size was 240 based on Yamane's (1967) formula with a confidence level of 95%.

Table 3.4: Demographic Data

Demographic Data	Frequency	Percent
<b>Gender</b>		
Female	12	40.0
Male	18	60.0
Total	30	100
<b>Age</b>		
18–24	3	10.0
25–29	6	20.0
30–34	6	20.0

(Continued)

Table 3.4 (Continued): Demographic Data

Demographic Data	Frequency	Percent
<b>Age</b>		
35–39	2	6.7
Over 39	13	43.3
Total	30	100.0
<b>Monthly Income</b>		
Less Than 15,000 Baht	3	10.0
15,001–20,000 Baht	1	3.3
20,001–25,000 Baht	7	2.3
25,001–30,000 Baht	6	20.0
More Than 30,000 Baht	13	43.3
Total	30	100.0
<b>Marital Status</b>		
Single	17	56.7
Divorced	1	3.3
Married	12	40.0
Total	30	100.0
<b>Education Level</b>		
Diploma/High School	12	40.0
Bachelor Degree	9	30.0

(Continued)



Table 3.4 (Continued): Demographic Data

Demographic Data	Frequency	Percent
<b>Education Level</b>		
Master Degree	9	30.0
Doctorate	0	0
Total	30	100.0
<b>Employment Status</b>		
Full-Time	27	90.0
Part-Time	2	6.7
Temporary	1	3.3
Total	30	100.0
<b>Position At The Company</b>		
Worker	15	50.0
Manager	15	50.0
Total	30	100.0
<b>Have You Been Shopping Online In Past Two Weeks?</b>		
Yes	24	80.0
No	6	20.0
Total	30	100.0

(Continued)

Table 3.4 (Continued): Demographic Data

Demographic Data	Frequency	Percent
<b>How Long Have You Been Working In Your Company?</b>		
One Year	3	10.0
2 Years	7	23.2
3 Years	5	16.7
4 Years	1	3.3
5 Years	1	3.3
<b>How Long Have You Been Working In Your Company?</b>		
6 Years +	13	43.3
Total	30	100.0
<b>How Often Do You Online Shopping?</b>		
Everyday	4	13.3
Once A Week	18	60.0
Once A Month	5	16.7
Once A Year	3	10.0
Total	30	100.0

Table 3.4 Demographic data illustrated that most respondents were male (60.0%), aging 39 and over (43.3), having monthly income was more than 30,000 Baht. Moreover, it was found that most respondents' marital status was single (56.7%)

The most respondents' education background was high school diploma (40.0), most of them were full-time working (90.0%).

The most of them have been shopping online in past two week (80.0%), doing online shopping once a week (60.0%).

### **3.5 The Data Collection**

For this research used 2 types data which are;

3.5.1 Primary Data: The researcher of this study collected the data from respondents who are participated the online survey and paper survey. For online survey, respondents were selected and shared the link of Google Form Questionnaire with them (got 101 feedback). For paper based survey, the researcher did small interview by followed social distance because of Covid-19. The paper survey given and explained to the responder. Then the survey collected by the researcher (got 136 feedback).

The main aim of the survey is focus on working people who spend their time in the internet and unable to go shopping store. The questionnaires successfully completed from May to June 2020. According to Defranzo (2012), there are several advantage and disadvantage of using online survey or paper survey. The author mentioned that online survey can be shared easily and paper surveys can be more accessible (Defranzo, 2012).

There were 10 different districts (Bang Rak, Sathorn, Minburi, Din Daeng, Yan Nawa, Bang Kho Laem, Thon Buri, Ratchathewi, Chatuchak, Pathum Wan) in Bangkok, Thailand.

Table 3.5: The Locations of Data Collection (n= 237)

Districts	Online Survey	Paper-Based
Bangrak	101	17
Sathon		10
Minburi		9
Din Daeng		10
Yan Nawa		15
Bang Kho Laem		20
Thon Buri		17
Ratchathewi		9
Chatuchak		19
Patwum Wan		10
Total		136

3.5.2 Secondary Data: The researcher of this study collected the data from articles, researches works, journals, and the internet. The study done from March to June 2020.

### 3.6 The Sampling Technique

The population in this study is working people who works in office. Result of Yamane's formula, sample of 240 samples, so in this study sample size was 237 sample. Because three of samples were not acceptable. Because the responder had mistaken on a Likert scale questions. The formula as;

$$\frac{n = N}{1 + N(e)^2} = \frac{966,821,00}{1 + (0.5)^2} = 400 \text{ Samples}$$

Where: n = Sample size

N = Population size

e = Level of precision or Sampling of Error

The researcher used 60% of 400 samples. Therefore the sampling size was 240 samples for the study.

### 3.7 The Research Procedures

Table 3.6: Research Procedures

Process	March	April	May	June	July	Aug
Identify The Problem						
Developed Research Draft						
Developed Research Proposal						
Literature Review						
Research Methods Planning						
Start To Do Pilot Test (N30)						
Conducting The Survey (N237)						
Data Analysis						
Checked Plagiarism						

(Continued)

Table 3.6 (Continued): Research Procedures

Process	March	April	May	June	July	Aug
Oral Examination						
Final Submission						

### Timeline

1) Research articles, journal, previous research from the internet which are related to Psychological, Social, Cultural, and Consumer buying behavior and online shopping.

2) Assigned literature review related the influence of factor toward consumer buying behavior on online shopping.

3) Reviewed possible questions from that previous research. Selected population and samples (employee who working an office).

4) Prepared questionnaires for research survey related with motivation, perception, learning, belief and attitude, reference groups, role in society, family, religion, gender and status.

5) The questionnaires checked by the advisor and BU Graduate School department and approved.

6) Responder answered the survey and content checked by the advisor.

The researcher analyzed the data by using statistical software.

### 3.8 Hypotheses Test

The influence of the independent variables on the dependent variable was proposed in each hypothesis of this study. In addition the analysis was conducted at 0.05 level of statistical significance.

Table 3.7: The Range of Mean Interpretation

Weight/Scale	Mean Range	Interpretation
1	1.00-1.50	Disagree
2	1.51-2.50	Slightly Agree
3	2.51-3.50	Moderately Agree
4	3.51-4.50	Agree
5	4.51-5.00	Strongly Agree

#### 3.8.1 Psychological Factors

1) Motivation factor has the influence toward consumer buying behavior on online shopping.

2) Perception factor has the influence toward consumer buying behavior on online shopping.

3) Learning factor has the influence toward consumer buying behavior on online shopping.

4) Belief and attitude has the influence toward consumer buying behavior on online shopping.

### 3.8.2 Social Factors

1) Reference group has the influence toward consumer buying behavior on online shopping.

2) Family factor has the influence toward consumer buying behavior on online shopping.

3) Role in society factor has the influence toward consumer buying behavior on online shopping.

### 3.8.3 Cultural Factors

1) Religion factor has the influence toward consumer buying behavior on online shopping.

2) Gender factor has the influence toward consumer buying behavior on online shopping.

3) Status factor has the influence toward consumer buying behavior on online shopping.

## 3.9 Data Analysis

For data analysis used 2 analyses which are;

Descriptive statistical analysis: In the survey has five parts;

1) Survey questions about demographic data such age, gender, position and income.

2) Survey questions about psychological (motivation, perception, learning and belief and attitude) factors affect toward consumer buying behavior on online shopping.



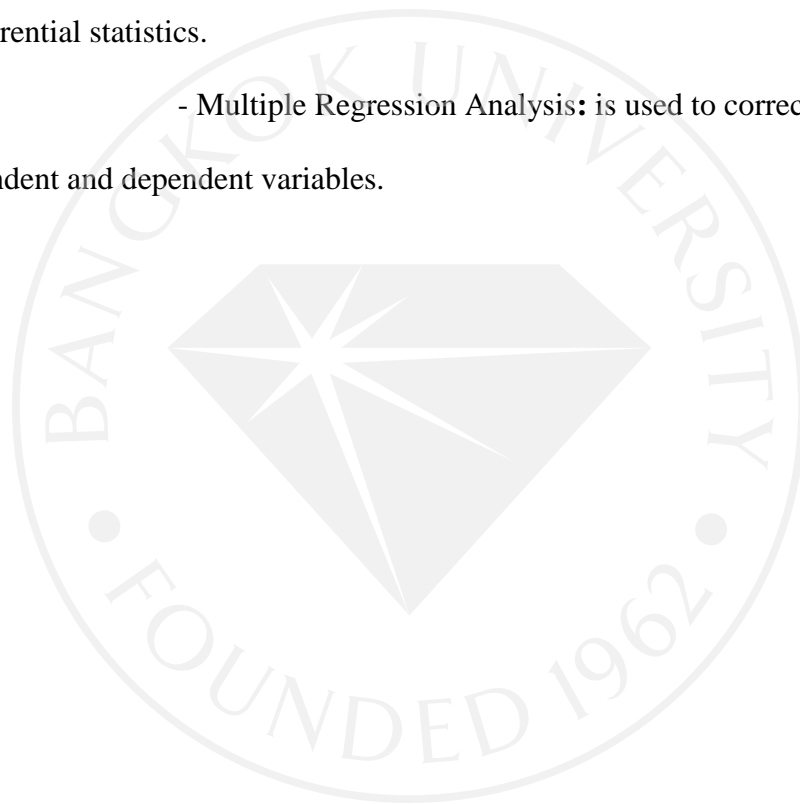
3) Survey questions about social (reference group, family, and role and status) factors affect toward consumer buying behavior.

4) Survey questions about cultural (religion, gender and status) factors affect toward consumer buying behavior.

5) Consumer buying behavior on online shopping with various factors.

- Inferential statistical analysis: All data were analyzed by using the inferential statistics.

- Multiple Regression Analysis: is used to correction the independent and dependent variables.



## **CHAPTER 4**

### **DATA ANALYSIS**

This chapter present the data analysis and findings from 237 respondents. The purpose of this study was to measure influence of Psychological, Social and Cultural factors towards customer buying behavior on online shopping. There are 5 parts as follows;

- 4.1 Demographic Data
- 4.2 Psychological Factors
- 4.3 Social Factors
- 4.4 Cultural Factors
- 4.5 Consumer Buying Behavior on Online Shopping
- 4.6 Analysis of the Influence of Independent Variables on  
Dependent Variable
- 4.7 Hypotheses Test

#### **4.1 Demographic Data**

The research findings of this part presented the respondents' personal information including gender, age, income, marital status, education, employment position. The researcher used statistical techniques for data analysis were percentage ratio and frequency counting. The results were presented in Table 4.1 as follow:

Table 4.1: Demographic Data Analysis

Demographic Data	Frequency	Percent
<b>Gender</b>		
Female	109	46.0
Male	128	54.0
Total	237	100
<b>Age</b>		
18–24	34	14.3
25–29	44	18.6
30–34	50	21.1
35–39	36	15.2
Over 39	73	30.8
Total	237	100.0
<b>Monthly Income</b>		
Less Than 15,000 Baht	21	8.9
15,001–20,000 Baht	21	8.9
20,001–25,000 Baht	39	16.5
25,001–30,000 Baht	49	20.7
More Than 30,000 Baht	107	45.1
Total	237	100.0

(Continued)

Table 4.1 (Continued): Demographic Data Analysis

Demographic Data	Frequency	Percent
<b>Marital Status</b>		
Single	112	47.3
Divorced	14	5.9
Married	111	46.8
Total	237	100.0
<b>Education Level</b>		
Diploma/High School	40	16.9
Bachelor Degree	124	52.3
Master Degree	69	29.1
Doctorate	4	1.7
Total	237	100.0
<b>Employment Status</b>		
Full-Time	189	79.7
Part-Time	40	16.9
Temporary	8	3.4
Total	237	100.0
<b>Position At The Company</b>		
Worker	132	55.7
Manager	105	44.3
Total	237	100.0

(Continued)

Table 4.1 (Continued): Demographic Data Analysis

Demographic Data	Frequency	Percent
<b>Have You Been Shopping Online In Past Two Weeks?</b>		
Yes	165	69.6
No	72	30.4
Total	237	100.0
<b>How Long Have You Been Working In Your Company?</b>		
One Year	54	22.8
2 Years	33	13.9
3 Years	33	13.9
4 Years	19	8.0
5 Years	19	8.0
6 Years +	79	33.3
Total	237	100.0
<b>How Often Do You Online Shopping?</b>		
Everyday	26	11.0
Once a week	95	40.1
Once a month	86	36.3
Once a year	30	12.7
Total	237	100.0

Table 4.1 illustrated that most respondents were male (54.0% aging between 39 and over (30.8%), having monthly income was more than 30,000 Baht. Moreover,

it was found that most respondents' marital status was single (47.3%), education background was bachelor degree (52, 3%), most of them were worker (55.7%) and they were working full time (79.7%). Most of them have been shopping online in past two week (69.6%).

#### 4.2 Psychological Factors

Table 4.2: The Influence of Psychological-Motivation Factor

Statement (Motivation)	Mean	Std. Deviation	Interpretation
I do online shopping to make myself happy.	3.05	1.40	Moderately Agree
I do online shopping to relieve stress.	2.78	1.28	Moderately Agree
I do online shopping when I feel sad.	2.62	1.31	Moderately agree
The most important thing is convince by seller.	3.05	1.16	Moderately agree
Total	2.87	1.28	Moderately agree

According to the customer's behavior all respondents moderately agreed that they do online shopping to make themselves happy (Mean= 3.05, S.D=1.40), followed by the most important thing is convince by seller (Mean=3.05, S.D=1.16),

they do online shopping when they feel sad (Mean= 2.62, S.D=1.31) and they do online shopping to relieve stress.

Table 4.3: The Influence of Psychological-Perception Factor

Statement (Perception)	Mean	Std. Deviation	Interpretation
The most important thing is ads about product or service.	2.97	1.23	Moderately Agree
The most important thing is detail about product or service.	3.59	1.15	Rather Agree
Total	3.28	1.19	Moderately Agree

According to the customer's behavior most respondents rather agreed that the most important thing is detail about product or service (Mean=3.59, S.D=1.15), followed by the most important is ads about product or service (Mean= 2.97, S.D=1.23).

Table 4.4: The Influence of Psychological-Learning

Statement (Learning)	Mean	Std. Deviation	Interpretation
I buy a product online because of my good experience.	3.22	1.16	Moderately agree
I buy a product online because of others feedback.	3.16	1.12	Moderately agree

(Continued)

Table 4.4 (Continued): The Influence of Psychological-Learning

Statement (Learning)	Mean	Std. Deviation	Interpretation
I often change to another online store because bad experience with previous one.	3.06	1.19	Moderately agree
Total	3.14	1.15	Moderately agree

According to the customer's behavior all respondents moderately agreed that they buy a product online because of their good experience (Mean= 3.22, S.D= 1.16), followed by "I buy a product online because of others feedback" (Mean= 3.16, S.D= 1.12) and "I often change to another online store because of bad experience with previous one (Mean=3.06, S.D= 1.19).

Table 4.5: The Influence of Psychological-Belief and Attitude

Statement (Belief And Attitude)	Mean	Std. Deviation	Interpretation
I believe that online shopping is a part of my life.	2.82	1.27	Moderately Agree
I do online shopping because strongly trust online store most.	2.90	1.09	Moderately Agree

(Continued)



Table 4.5 (Continued): The Influence of Psychological-Belief and Attitude

Statement (Belief And Attitude)	Mean	Std. Deviation	Interpretation
I buy a product online according to my opinion.	3.18	1.11	Moderately Agree
Total	2.96	1.15	Moderately Agree

According to the customer's behavior most respondents moderately agreed that they buy a product according to their opinion (Mean= 3.13, S.D= 1.11), followed by "I do online shopping because strongly trust online store most" (Mean= 2.90, S.D=1.09) and "I believe that online shopping is a part of my life (Mean= 2.82, S.D= 1.27). Moreover, the Table 4.5 illustrated belief and attitude factor which belonged to psychological part.

### 4.3 Social Factors

Table 4.6: The Influence of Social-Reference Group

Statement (Reference)	Mean	Std. Deviation	Interpretation
My Society Effect on My Buying Behavior.	2.97	1.19	Moderately Agree
My Friends Effect on My Buying Behavior.	2.94	1.07	Moderately Agree

(Continued)

Table 4.6 (Continued): The Influence of Social-Reference Group

Statement (Reference)	Mean	Std. Deviation	Interpretation
My colleagues effect on my buying behavior.	2.77	1.05	Moderately Agree
My friends are the most influential group.	2.73	1.15	Moderately Agree
Total	2.85	1.11	Moderately Agree

According to the customer's behavior all respondents moderately agreed that their society effect on buying behavior (Mean=2.97, S.D=1.19), followed by their friends effect on their buying behavior (Mean= 2.97, S.D= 1.07), their colleagues effect on buying behavior (Mean= 2.77, S.D= 1.05) and their friends are the most influential group on buying behavior (Mean= 2.73, S.D= 1.15).

Table 4.7: The Influence of Social-Family

Statement (Family)	Mean	Std. Deviation	Interpretation
My family are the most influential group.	2.66	1.13	Moderately Agree
I trust my family advice.	2.84	1.10	Moderately agree
I trust my colleagues' advice.	2.76	0.98	Moderately agree

(Continued)

Table 4.7 (Continued): The Influence of Social-Family

Statement (Family)	Mean	Std. Deviation	Interpretation
I trust my friends' advice.	2.89	1.06	Moderately agree
Total	2.78	1.06	Moderately agree

According to the customer's behavior all respondents moderately agreed that their family the most influential group on buying behavior (Mean= 2.66, S.D= 1.13), followed by "I trust my friends advice (Mean= 2.89, S.D= 1.06), my family advice (Mean= 2.84, S.D= 1.10), and my colleagues advice (Mean= 2.76, S.D= 0.98).

Table 4.8: The Influence of Social–Role in Society

Statement (Role In S.)	Mean	Std. Deviation	Interpretation
I Take In Consideration My Society Belief When Do Online Shopping.	2.82	1.12	Moderately Agree
I Care About Others Opinions When Do Online Shopping.	3.08	1.13	Moderately Agree
I Consider My Financial Condition During Online Shopping.	3.24	1.22	Moderately Agree
I Consider On Price Before Purchase A Product Or Service.	3.05	1.28	Moderately Agree
Total	3.04	1.18	Moderately Agree

The table 4.8 illustrate that the customer's behavior most respondents were moderately agreed that they consider their financial condition during shopping (Mean= 3.24, S.D= 1.22), followed by "I consider on price before purchase (Mean= 3.05, S.D= 1.28), "I care about others opinions (Mean= 3.08, S.D= 1.13), "I take in consideration my society belief when do online shopping (Mean= 2.82, S.D= 1.12), respectively.

#### 4.4 Cultural Factors

Table 4.9: The Influence of Cultural-Religion

Statement (Religion)	Mean	Std. Deviation	Interpretation
My religion plays on important role when I buy a product.	2.53	1.33	Moderately agree
My culture is the most important thing.	2.63	1.12	Moderately agree
My belief is the most important thing.	2.81	1.09	Moderately agree
I buy a product according to my tradition.	2.75	1.17	Moderately agree
Total	2.68	1.17	Moderately agree

According to the customer's behavior all respondents moderately agreed that their belief is the most important thing (Mean= 2.81, S.D= 1.09), followed by their culture is the most important (Mean= 2.63, S.D= 1.12), and their religion plays an important role (Mean= 2.51, S.D= 1.33).

Table 4.10: The Influence of Cultural-Gender

Statement (Gender)	Mean	Std. Deviation	Interpretation
I can do online shopping at any time.	3.03	1.20	
I think gender one factor that influence to consumer buying behavior.	2.94	1.28	Moderately agree
I spend a lot of time on online shopping.	2.88	1.31	Moderately agree
I spend less time on online shopping.	3.00	1.16	Moderately agree
Total	3.03	1.28	Moderately agree

According to the customer's behavior all respondents moderately agreed that they can do online shopping at any time (Mean= 3.03, S.D= 1.20), followed by I think gender one factor that influence to consumer buying behavior (Mean= 2.94, S.D= 1.10) and spend less time on online shopping (Mean= 3.00, S.D= 1.16).

Table 4.11: The Influence of Cultural-Status

Statement (Status)	Mean	Std. Deviation	Interpretation
I focus on lower price product/ service.	3.05	1.12	Moderately agree
I focus on high price product/ service.	2.70	1.13	Moderately agree
Total	2.87	1.12	Moderately agree

According to the customer's behavior most respondent moderately agreed that they focus on lower price product or service (Mean= 3.05, S.D= 1.12).

#### 4.5 Consumer Buying Behavior on Online Shopping

Table 4.12: Consumer Buying Behavior on Online Shopping

Statement	Mean	Std. Deviation	Interpretation
I like to do shopping online.	3.23	1.20	Moderately agree
I do online shopping because of fast delivery.	3.14	1.08	Moderately agree
I do online shopping because of promotion.	3.16	1.08	Moderately agree

(Continued)

Table 4.12 (Continued): Consumer Buying Behavior on Online Shopping

Statement	Mean	Std. Deviation	Interpretation
I do online shopping because of low price.	3.20	1.08	Moderately agree
I do online shopping because of quality.	3.06	1.08	Moderately agree
I do online shopping because of safe transaction.	2.87	1.12	Moderately agree
I do online shopping because of save time.	3.40	1.18	Moderately agree
I prefer credit card for payment for payment method.	3.12	1.15	Moderately agree
I do online shopping when I have free time.	2.99	1.17	Moderately agree
I am very satisfied with the product or service that I have buy on online.	3.11	1.11	Moderately agree
Total	3.12	1.12	Moderately agree

Table 4.12 showed that the customer's behavior all respondents moderately agreed that they like to do shopping online (Mean= 3.23, S.D= 1.20). Moreover, they prefer online shopping because of saving time (Mean= 3.40, S.D= 1.18), low price (Mean= 3.20, S.D= 1.08), promotion (Mean= 3.16, S.D=1.08), fast delivery (Mean=

3.14, S.D= 1.08), payment method (Mean= 3.12, S.D= 1.15), quality (Mean= 3.06, S.D= 1.08).

#### 4.6 Analysis of the Influence of Independent Variables on Dependent Variable

Table 4.13: Analysis of the Influence of Independent Variables on Dependent

Variable Psychological

Psychological	B	Beta	T	Sig	Intr.
Motivation	.047	.064	1.217	.022*	Accepted
Perception	.096	.012	2.127	.034*	Accepted
Learning	.027	.032	5.036	.000*	Accepted
Belief and Attitude	.031	.036	5.937	.000*	Accepted

Adjusted R-square = .521, F = 65.273, \*P ≤ 0.05

Table 4.13 showed that motivation (Beta= .064, Sig=.022), perception (Beta= .012, Sig= .034), learning (Beta= .032, Sig=.000), belief and attitude (Beta=.036, Sig .000) at 0.05 level of statistical significance. The summary of the result of hypothesis testing was showed in Table 4.16



Table 4.14: Analysis of the Influence of Independent Variables on Dependent

## Variable Social

Social	b	Beta	t	Sig	Intr.
Reference	.245	.296	4.664	.000*	Accepted
Family	.016	.018	.257	.797	Not accepted
Role in society	.382	.429	6.907	.000*	Accepted

Adjusted R-square = .390, F =51.196, \*P≤ 0.05

Table 4.14 showed that reference (Beta= .296, Sig=.000), role in society (Beta= .429, Sig= .000) at 0.05 level of statistical significance. While it was found that family did not affect factor toward consumer buying behavior on online shopping (Sig > 0.05). The summary of the result of hypothesis testing was showed in Table 4.16

Table 4.15: Analysis of the Influence of Independent Variables on Dependent

## Variable Cultural

Cultural	B	Beta	t	Sig	Intr.
Religion	-.009	-.011	-.188	.851	Not accepted
Gender	.453	.496	7.468	.000*	Accepted
Status	.196	.227	3.706	.000*	Accepted

Adjusted R-square = .415, F =56.760, \*P≤ 0.05

Table 4.15 showed that gender (Beta= .496, Sig= .000), status (Beta= .227, Sig= .000) at 0.05 level of statistical significance. While it was found that religion did not affect factor toward consumer buying behavior on online shopping (Sig > 0.05). The summary of the result of hypothesis testing was showed in Table 4.16

#### 4.7 Hypotheses Test

Table 4.16: The Summary of the Result of Hypothesis Testing

Hypotheses Test	Results
1. Psychological factors have the influence toward consumer buying behavior on online shopping.	
Motivation	Accepted
Perception	Accepted
Learning	Accepted
Belief and Attitude	Accepted
2. Social factors have the influence toward consumer buying behavior on online shopping.	
Reference Group	Accepted
Family	Not accepted
Role in Society	Accepted

(Continued)

Table 4.16 (Continued): The Summary of the Result of Hypothesis Testing

Hypotheses Test	Results
3. Cultural factors have the influence toward consumer buying behavior on online shopping.	
Religion	Not accepted
Gender	Accepted
Status	Accepted

Table 4.16 showed that only family (social factor) and religion (cultural factor) factor are not accepted. However, motivation, perception, learning, belief & attitude, reference group, role in society, gender and status have influence towards consumer behavior on online shopping.

## **CHAPTER 5**

### **CONCLUSION**

This chapter present the conclusions of the analyzed data by researcher. The chapter represents recommendation as well. Moreover the chapter include the summary, the discussion, the conclusion and the recommendations about policy, management and academic.

The purpose of this study was to measure of the influence of factors towards consumer buying behavior on online shopping in Bangkok, Thailand. The study divided two parts; independent and dependent variables. The independent part including three part; a) Psychological, b) Social and c) Cultural factors. Psychological factors divided four sub-variables which are motivation, perception, learning and belief and attitude. Social factors divided three sub-variables which are reference group, family, and role in society. Culture factors divide three sub-variables which are religion, gender and status.

The researcher used online and paper based survey for collecting data. The close ended questionnaire analyzed by using statistical software. The 237 samples were selected from 10 districts in Bangkok. The population age structure was 18 years old and above. The researcher was used multiple regression analysis technique to analyze the influence of the factor on online shopping. Moreover frequency, percentage, mean and standard deviation were used to analyze demographic data, independent and dependent variables.

## 5.1 Conclusion

### 5.1.1. Demographic Data

Most respondents were male, aging 39 and above, having more than 30,000 Baht monthly income and marital status was single.

### 5.1.2 Psychological Data

All respondents moderately agreed the influence of motivation factor. The most respondents rather agreed that the most important thing is detail about the product. All respondents moderately agreed the influence of learning factor. Moreover, all respondents moderately agreed the influence of belief and attitude factor.

### 5.1.3 Social Data

All respondents moderately agreed the influence of reference group factor. All respondents moderately agreed the influence of family factor. In addition, all respondents moderately agreed the influence of role in society factor.

### 5.1.4 Cultural Data

All respondents moderately agreed the influence of religion factor. All respondents moderately agreed the influence of gender factor. All respondents moderately agreed the influence of status factor.

### 5.1.5 Consumer buying behavior on online shopping

All respondents moderately agreed the influence of various factors.

### 5.1.6 Hypothesis Test

Family and Religion did not affect towards consumer buying behavior on online shopping. Some researcher mentioned that the point as the effect of religion on consumer behavior may be either positive or negative.

## 5.2 Discussion

The research for people who want to know consumer buying behavior on online shopping. According to the finding of Durmaz (2014), psychological factor has influence on consumer behavior and consumers doing shopping to feel happy. This study researcher was confirmed that psychological factors are influence towards consumer behavior on online shopping too. Liao and Chung (2011), stated that the effect of psychological factors on online consumer behavior and viewed the relationship between psychology and consumer behavior. Moreover, according to findings of Chanthinok (2015), people need to understand behavior of online shopping in social factors. A research study by Durmaz (2014) showed that family is important on consumer buying behavior. On the other hand cultural factors and culture has the most extensive influence. (Yolanda, Nurismilida, & Herwinda, 2017).

Therefore the research study showed that between the three independent variables. Additional, this study analyzed ten factors and proved that eight hypotheses are supported.

As discussed in chapter 2, online shopping increasing recently. Therefore, it has benefits for online seller. And consumer behavior plays an important role. Because consumer behavior is an action that a person to select and buy a product. There was one theories discussed in the literature review of this study. Maslow's theory of needs helps to understand basic human needs for survival. This theory includes five levels. The five levels are physiological needs, safety needs, love, self-esteem, and self-actualization.

The study will be helpful to understand consumer behavior and they can improve their strategies for business growth. They will have more consumer. Because

they will be able to know their consumer by using the study. In addition, the study will be helpful for researcher who doing research about consumers' behavior on online shopping.

### **5.3 Recommendation for Policy**

In order to know consumer's behavior to buy a product or service, manager should know that convince is the most important thing. Most of Thai consumers are paying attention on this point.

Manager who want to know consumer's behavior to buy a product or service, they should know that consumer changing to another online store if they had bad experience with previous one. According to Rani (2014), if a consumer had a good experience with a product or service, they will continue to buy it again. Because they are having experience for future.

The study result showed that, manager should know that they are doing online shopping because of safe transaction. This point was important for Thai people during online shopping.

### **5.4 Recommendation for Managerial**

According to the result of study, manager should know that the most important thing is detail about product or service. Therefore they should focus on their ads and it should include more detail. This point will be help to know consumer behavior.

In order to know consumer's behavior, manager should consider about price. Because according to this study most of the responder focus on lower price product on

online shopping. Moreover, they are doing online shopping because of low price option.

### **5.5 Recommendation for Academic Research**

According to the result of study, the researcher should consider their sampling group for data collection. They can collect data from foreign worker or tourist. Such as Chiang Mai, Phuket or Pattaya. This study was based on office employees in Bangkok and only 237 samples were collected, due to the pandemic. However in the future, the study size could be 400 samples. The researcher used both method online survey and paper-based survey.

To know consumer's behavior, other researchers should know that this study title is various. There are many different kind of factors that have the influence on consumer behavior. The author Kavitha (2017), observed that how the various factors also influencing the buyer behavior on online. Such as price, color, size, quality, saving time, payment method and fast delivery.

They can deeply research about why family and religion factor did not influence towards consumer buying behavior on online shopping. Chandrasekar and Raj (2013) mentioned that family decisions are often happen a great deal of conflict. Because we are human and we have different perception.



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## Consumer Buying Behavior Questionnaire

Title: The Influence of the Psychological, Social, and Cultural Factors towards on Online Shopping.

My name is Meral Acemogullari and I am currently studying for a Master in Business Administration at Bangkok University. I am conducting research entitled the influence of the psychological, social and cultural factors towards on online shopping in Bangkok, Thailand. This research is composed of 3 objectives: Psychological, Social and Cultural. The questionnaire has 5 sections and will take no longer than 10 minutes to complete. All responses will be kept anonymous and no one will be identifiable in the research.

Please fill in all the questions, and share the link with your co-workers.

Thank you very much for your co-operations.

PART 1: Please answer the following question and put X into  that matches most.

For example;  Female

Gender

1.  Female
2.  Male

Age

1.  18-24 years
2.  25–29 years
3.  30–34 years
4.  35–39 years

5.  39 years+

Monthly Income

1.  Less than 15,000 baht  
2.  15,000–20,000 baht  
3.  20,001– 25,000 baht  
4.  25,001– 30,000 baht  
5.  More than 30,000

Marital Status

1.  Single  
2.  Divorced  
3.  Married

Education Level

1.  High School/ Diploma  
2.  Bachelor Degree  
3.  Master Degree  
4.  Doctorate

Employment Status

1.  Full-Time                      2.  Part-Time                      3.  Temporary

Position at The Company

1.  Worker  
2.  Manager

Have you been shopping online in past two weeks?

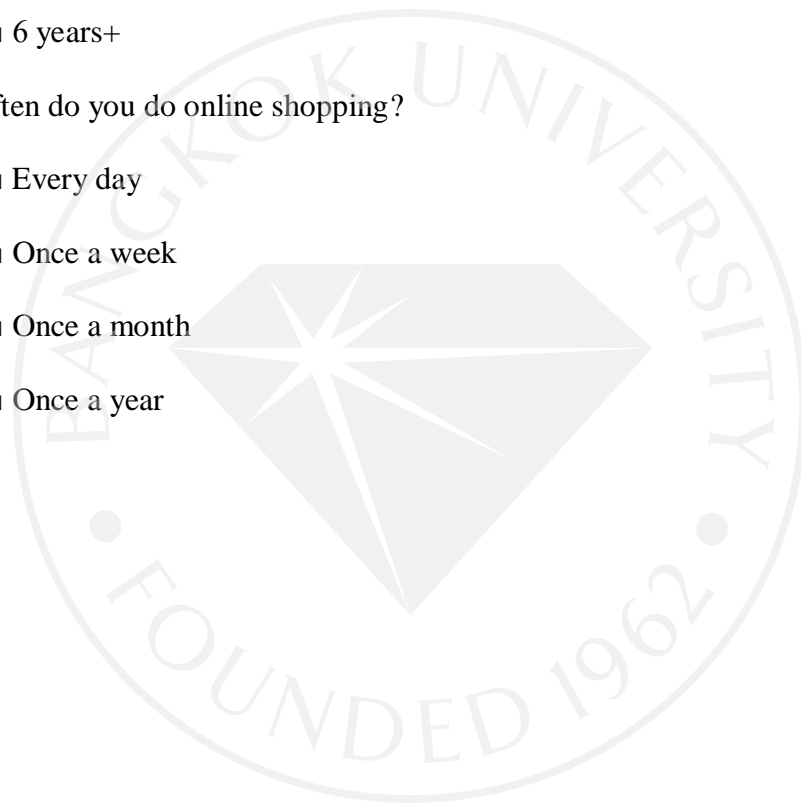
1.  Yes                      2.  No

How long have you been working in your company?

1.  One year
2.  2 years
3.  3 years
4.  4 years
5.  5 years
6.  6 years+

How often do you do online shopping?

1.  Every day
2.  Once a week
3.  Once a month
4.  Once a year





Please put every questions with only one X in the box that the most relate with your comments.

PART 2: The Influence of Psychological Factor toward Consumer Buying Behavior on Online Shopping	(5)	(4)	(3)	(2)	(1)
Motivation					
1. I do online shopping to make myself happy.					
2. I do online shopping to relieve stress.					
3. I do online shopping when I feel sad.					
4. The most important thing is convince by seller.					
Perception					
5. The most important thing is ads about product or service.					
6. The most important thing is detail about product or service.					
Learning					
7. I buy a product online because of my good experience.					
8. I buy a product online because others feedback.					

PART 2: The Influence of Psychological Factor toward Consumer Buying Behavior on Online Shopping	(5)	(4)	(3)	(2)	(1)
9. I often change to another online store because of bad experience with previous one.					
Belief and Attitude					
10. I believe that online shopping is a part of my life.					
11. I do online shopping because strongly trust online store most.					
12. I buy a product online according to my opinion.					

PART 3: The Influence of Social Factor toward Consumer Buying Behavior on Online Shopping	(5)	(4)	(3)	(2)	(1)
Reference Group					
1. My society affect my buying behavior on online.					
2. My friends affect my buying behavior on online shopping.					
3. My colleagues affect my buying behavior on online shopping.					

PART 3: The Influence of Social Factor toward Consumer Buying Behavior on Online Shopping	(5)	(4)	(3)	(2)	(1)
4. My friends are the most influential group that affect me.					
Family					
5. My family are the most influential group that affect me.					
6. I trust my family advice when do online shopping.					
7. I trust my colleagues when do online shopping.					
8. I trust my friends advice when do online shopping.					
Role In Society					
9. I take in consideration my society belief when do online shopping.					
10. I care about others opinions when do online shopping.					
11. I consider my financial condition during online shopping.					
12. I consider on price before purchase a product or service.					

PART 4: The Influence of Cultural Factor toward Consumer Buying Behavior on Online Shopping	(5)	(4)	(3)	(2)	(1)
Religion					
1. My religion plays on important role when I buy a product on online.					
2. My culture is the most important thing.					
3. My belief is the most important thing.					
4. I buy a product according to my tradition.					
Gender					
5. I can do online shopping at any time.					
6. I think gender one factor that influence to consumer buying behavior.					
7. I spend a lot of time on online shopping.					
8. I spend less time on online shopping.					
Status					
9. I focus on lower price product or service.					
10. I focus on high price product or service.					

PART 5: Consumer Buying Behavior on Online Shopping	(5)	(4)	(3)	(2)	(1)
1. I like to do shopping online.					
2. I do online shopping because of fast delivery.					
3. I do online shopping because of promotion.					
4. I do online shopping because of low price.					
5. I do online shopping because of quality.					
6. I do online shopping because of safe transaction.					
7. I do online shopping because of save time.					
8. I prefer credit card for payment method.					
9. I do online shopping when I have free time.					
10. I am very satisfied with the product or service that I have buy on online.					

Thank You for Your Cooperation

**BIODATA****Firs Name–Last Name**

Meral Acemogullari

**Email**

meral.acemo@bumail.net

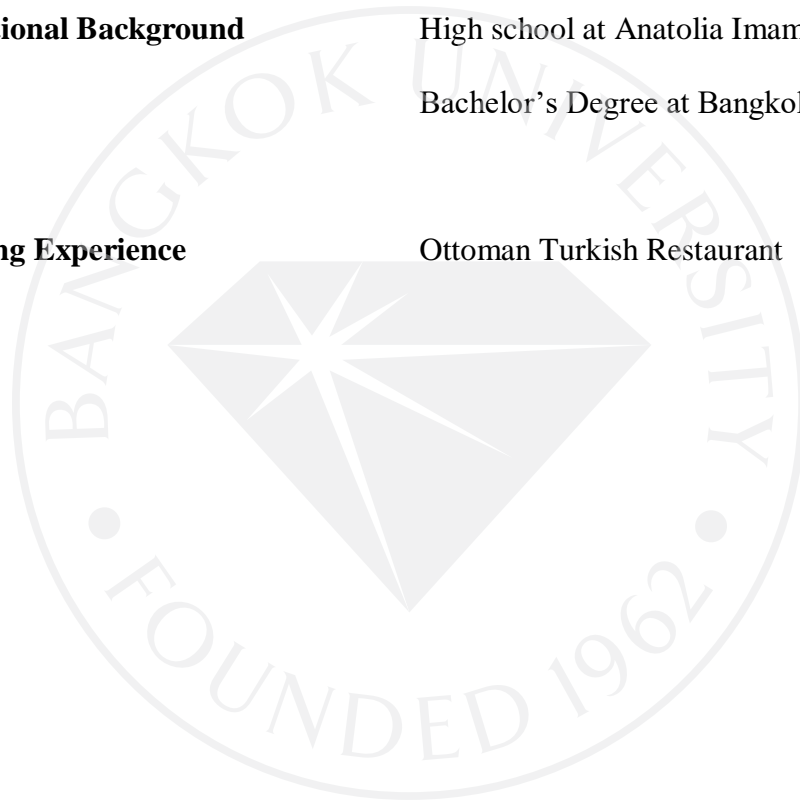
**Educational Background**

High school at Anatolia Imam Hatip

Bachelor's Degree at Bangkok University

**Working Experience**

Ottoman Turkish Restaurant



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